



TRIBE

HYBRID HOSPITALITY
COLIVING, HOSTELS & HOTELS

COMPANY PRESENTATION

COMPANY OVERVIEW

Tribe Student Accommodation

My Turf Hospitality Private Limited offers world-class accommodation facilities to travellers, students and working professionals under the brand name “Tribe”. Incorporated in January 2018 and promoted by a senior real estate veteran (20+ years of experience), Mr. Yogesh Mehra, after a long stint with some of the biggest developers in India.

Tribe has successfully launched multiple projects in Pune & Mumbai with Pune being its flagship property.

Currently, Tribe is looking to expand to multiple cities and areas across Metros, travel locations and student cities.

Tribe is aggressively expanding into Hotels and CoLiving hybrid models.

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**TO CHALLENGE THE STATUS QUO
ON HOW WE LIVE.**

MISSION STATEMENT

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Mission & Vision



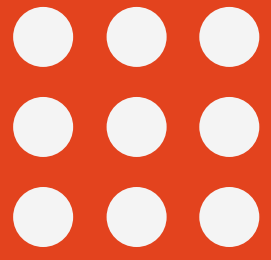
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**TO BE INDIA'S LARGEST AND MOST
SUCCESSFUL HOSPITALITY EXPERIENCE WITH
THE HAPPIEST CUSTOMERS.**

VISION STATEMENT

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Tribe Founding Team



YOGESH MEHRA

Founder & CEO

Real Estate Veteran

25+ Years Real Estate Experience



SHANTAM MEHRA

Co-Founder

Finance & Economics (UK)



AMAN MEHRA

Director

Marketing, Sales & Technology

eBusiness and Marketing (UK)

Computer Sc. Engg. (IND)



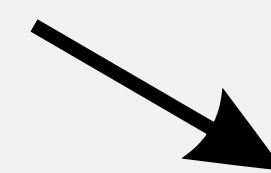
WHAT IS THE TRIBE MODEL?

**CO-LIVING FOR
WORKING
PROFESSIONALS
AND COMPANIES**

**COMMUNITY BASED
SHORT STAYS IN
HOTELS & HOSTELS**

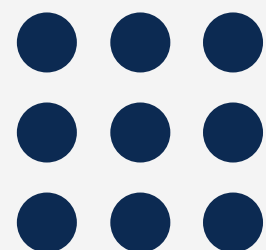


**AWARD-WINNING
STUDENT HOUSING
LONG STAYS**



**ALL IN ONE HYBRID
HOSPITALITY
CONCEPT.**

Current Live Projects



Pune 192 Beds

VIMAN NAGAR
(NEAR SYMBIOSIS UNIVERSITY)



Pune 210 Beds

WAKAD
(NEAR NICMAR, INDIRA UNIVERSITY)



Mumbai 75 Beds

VILE PARLE WEST
(NEAR NMIMS UNIVERSITY)



INDIA'S FIRST LUXURY
9H
HOTEL



... YOU CAN STEER YOURSELF

STAR SHINES

HOPE :)
YOU'RE NOT
HEAVY METAL???

AAH!!
HOOKED TO
THIS NOTE...

LONG LIVE
ROCK 'N'
ROLL

I'VE GOT A FEELING...
THAT YOU'LL MEET
YOUR BAND HERE.

AND THIS IS
MY CUE!!!

INDIA'S FIRST LUXURY
HOTEL



INDIA'S FIRST LUXURY
qH
TEL.



**BE SILLY.
BE HONEST.
BE KIND.**

INDIA'S FIRST LUXURY
OFH
OSTEL



INDIA'S FIRST LUXURY
A F
STEL





Twin Room



Luxury Twin



Single Room



OUR WORK IS BEING RECOGNIZED NATIONALLY!



STUDENT HOUSING PROJECT OF
THE YEAR 2019 - ESTATE AWARDS



SAFEST ACCOMMODATION OF THE
YEAR (POST COVID) 2020-21
- ECONOMIC TIMES



STUDENT HOUSING OF THE YEAR
2020-21 - SILICON MAGAZINE



HOSPITALITY PROJECT OF THE YEAR
2019 - CNN NEWS 18



INDIA'S FIRST LUXURY
Hb
HOTEL





OUR WORK IS BEING RECOGNIZED NATIONALLY!



INDIA'S FASTEST-GROWING BRANDS
(REAL ESTATE) - ASIA ONE



INDIA'S BEST DESIGNED PROJECT
- POOL MAGAZINE



EMERGING BRAND OF THE YEAR
- INDIAN ACHIEVER'S AWARD



INDIA'S FIRST LUXURY
HOTEL
Hb



OUR WORK IS BEING RECOGNIZED!

COMPANY SPOTLIGHT

Tribe Student Accommodation BEEN AWARDED STUDENT HOUSING OF THE YEAR



Yogesh Mehra,
Founder & CEO

The student accommodation industry had begun maturing by 2018 with people realising the need and value for such a product and service. Players with quality operations and service with high standards of hygiene and cleanliness will see flocking customers. The disorganized single-unit players will take an unfortunate hit. Henceforth, Tribe Student Accommodation aims to be India's top student housing operator with the happiest customers - providing a sector-leading quality of facility and service. They will continue to strive to create top of the line facilities, products and provide an unparalleled service experience using cutting edge technology and real estate know-how.

Tribe Student Accommodation was an idea brought into action by Yogesh Mehra, Shantam Mehra, and Aman Mehra in 2018 wherein this family trio realized that students in India had no standardized good accommodation choice to live apart from apartments, university hostels or PGs. Sharing the foundation story of Tribe, Yogesh Mehra, Founder & CEO, Tribe Student Accommodation, says

"My sons, Aman Mehra and Shantam Mehra, who are also directors of the company, have been studying and living in hostels throughout their life. Their experience was the foundation for starting Tribe. Also being from the real estate sector for the last 20 years, we realized that there was a need to open up new avenues and new models in real estate that drive growth and solve an extremely real problem in a country that has the largest student population in the world.

Tribe provides a student living experience unlike anything in the country. For starters, their facilities are designed by a team that has worked on world-renowned international projects - which have been awarded and featured internationally for. Tribe provides everything from great rooms, top-of-the-line food, housekeeping, laundry, linen changes, fitness and training, year-round events, internet and electricity - all in a single price package. Also, there are no curfew timings and are heavily invested in some great custom-built technology for security and hygiene so the company will never lose track of the students and make sure their facilities are as hygienic as possible. Shantam Mehra, Co-Founder, adds, "Tribe has always maintained high standards of cleanliness and hygiene. We have had almost no health issues throughout the year. In terms of hygiene, we maintain strict COVID Protocols of distancing and sanitization techniques including food sanitization and complete facility sanitization regularly. In terms of security, all student activity is tracked through their bands and

biometrics. This informs us of their entry and exit times. We have 360 degrees CCTV and security personnel along with reputed hospital tie-ups in case of emergencies."

Further, Aman Mehra, Director - Marketing & Tech asserts, "In the one and a half year since our inception, Tribe has managed to operate 500 beds in 2 cities, with another 1000 beds coming shortly. Our team has been spearheading customer service quality in the student housing industry with some of the highest satisfaction and renewal rates in the country due to our exceptional experience. A major milestone for Tribe was completely selling out our first property (192 beds - Viman Nagar, Pune) within 3 months of launching it in 2019. This academic year we plan to achieve an average of 85-90 percent occupancy across 4 properties." Tribe has been awarded Student Housing of the Year 2019 (Estate Awards), Hospitality Project of the Year (Real Estate Excellence Awards 2019), India's Best Design Project (POOI Magazine) and India's Fastest Growing Brands 2019 (Asia One Magazine) - all in their first year of operations.

Tribe is actively expanding onto university campuses to elevate the hostel experience for students across the many reputed institutes in India. The company will also be launching its Co-Living brand this academic year for a top-notch coliving experience for millennials. They have planned to double the bed count year on year for the next 3 years by targeting major student cities across India. The focus will, and always has been, to provide the best possible student living experience in the country. ■

Tribe Student Accommodation Aims To Redefine Student Housing

Despite approximately 34 million students in the higher education space in India currently, the options for student housing in the country are limited to basic campus housing, private hostels, and the residential PG format

Tribe Student Accommodation: This luxury hostel provides secure housing with modern amenities

When it comes to accommodation, students today look for modernised housing with high quality services that elevate their living experiences," says Yogesh Mehra, Founder & Ceo, Tribe Student accommodation.

Pune: This student accommodation could seriously rival a swanky Airbnb

If you are headed to Pune for education, check out Tribe, a clean, secure and enviably kitted out student housing

By Nivedita Jayaram Pawar
Photography by Fabien Charreau
April 22, 2019



WHAT MAKES US DIFFERENT?

HOTELS, COLIVING AND STUDENT HOUSING UNDER ONE ROOF.

KNOW-HOW

- HIGHEST REVENUE PLAYER IN LONG STAYS.
- AWARD-WINNING OPERATIONS.

WE ARE THE SAFEST & CLEANEST IN THE COUNTRY.

- COMPLETE CCTV & BIOMETRIC WITH 24X7 FEMALE SECURITY.
- INTERNATIONAL COVID PROTOCOLS.
- DAILY MAINTENANCE OF PROPERTIES.

WE FOCUS ON THE EXPERIENCE.

- FOCUSED ON COMMUNITY.
- IMMEDIATE ISSUE SOLVING FOR CUSTOMERS.
- THE MOST PREMIUM FACILITIES IN INDIA.

WE ARE THE MOST PROFESSIONAL IN INDIA.

- COMPLETE ONLINE BOOKING PROCESS.
- BOOKING TO STAY IN 30 MINUTES.
- CUSTOM ERP AND STUDENT APPS.



WHAT MAKES US DIFFERENT?

COMBINATION OF A HOME, HOTEL AND HOSTEL UNDER ONE ROOF.

85-95% OCCUPANCY YEAR ROUND.

EASY SALE DUE TO HYBRID MODEL.

UPTO 30% HIGHER REVENUE TO LANDLORDS.

AWARD-WINNING DESIGN AND OPS TEAM.



TRIBE DIFFERENTIATORS



INTERNATIONAL STANDARD INTERIORS



BRANDED MULTICUISINE CAFE



LAUNDRY & HOUSEKEEPING



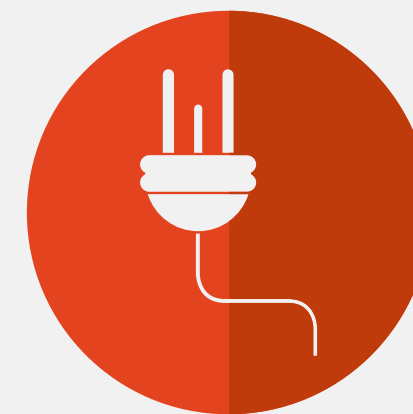
BIG FOCUS ON COMMUNITY



BIOMETRIC AND AUTOMATED SECURITY SYSTEMS



FITNESS CENTRES IN ALL LOCATIONS



COMPLETE POWER BACKUP



CUSTOM TRIBE ERP SYSTEM FOR RESIDENTS & MANAGEMENT

TRIBE TECHNOLOGY



COMPLETE CUSTOM-BUILT ERP SYSTEM AND RESIDENT APP FOR TRIBE. PAYMENTS, ANNOUNCEMENTS, COMMUNITY, TOP-UPS, COMPLAINTS & OPERATIONS.



NOVEL DYNAMIC AUTOMATED STUDENT TRACKER AND MISSING-CHECKER BASED ON BIOMETRICS.



RFID BAND INTEGRATION FOR ROOM ACCESS, AMENITY ACCESS AND PAYMENTS. KEYLESS AND CASHLESS SYSTEMS.



CLOUD BASED FULL COVER CCTV SYSTEMS WITH APP BASED DYNAMIC TRACKING.

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**TRIBE CREATES
AN EXPERIENCE
THAT IS
MEMORABLE,
MEANINGFUL AND
CAREFULLY
CRAFTED.**





**SIMPLY PUT, TRIBE
PROVIDES THE
BEST QUALITY
AND EXPERIENCE
OF STUDENT
HOUSING IN INDIA.
PERIOD.**



ESTD • 2018

TRIBES

STUDENT
ACCOMMODATION

www.tribestays.com



**Thank
you**

